

Park Avenue LASEK

Within 60 days we delivered 29 new patients for LASEK: which generated 145K in revenue.

Google facebook

Target Patients MD's ROI-focused approach to PPC gave Park Avenue LASEK exactly what they needed:

50%



increase in revenue

43%



increase in conversions

17%



decrease in cost per conversion

Our Clients Love Us

Find out why...



“Target Patients MD’s ability to pull insights out of our data is far superior to other agencies.”

Challenge

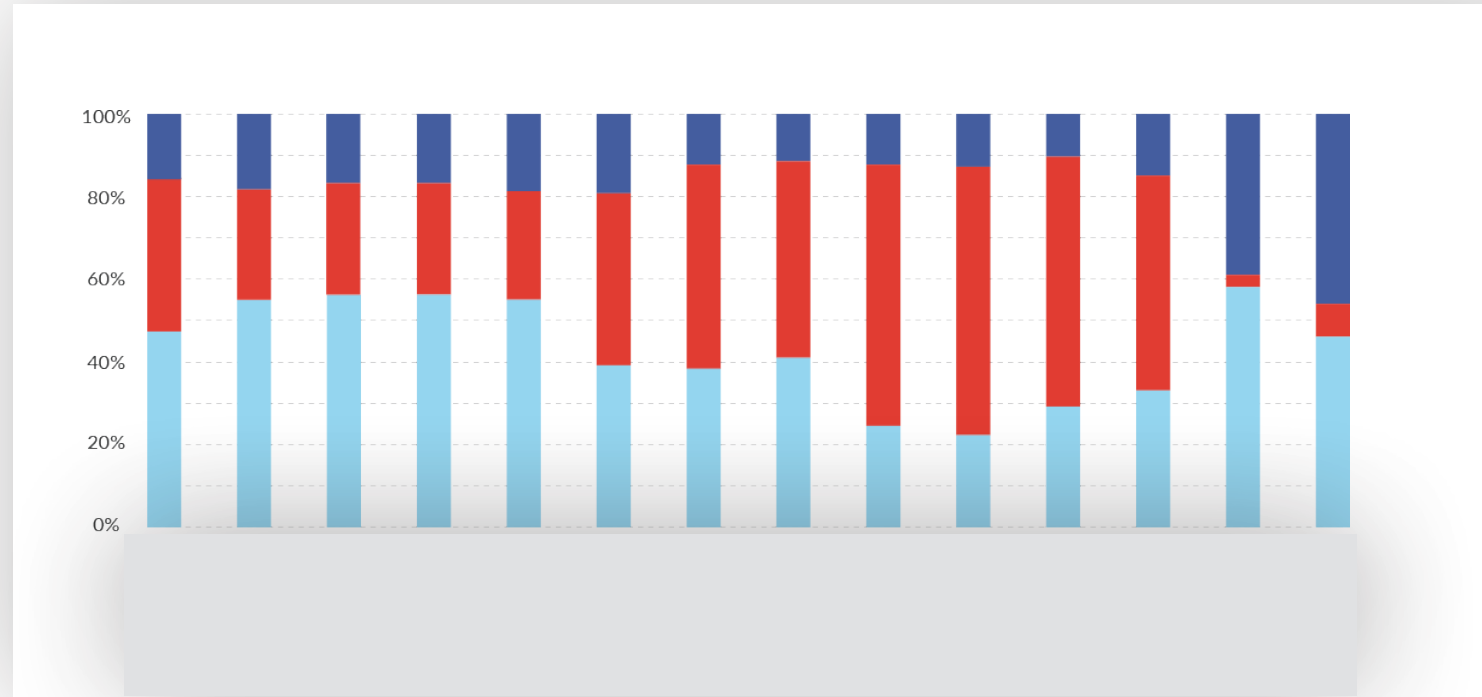
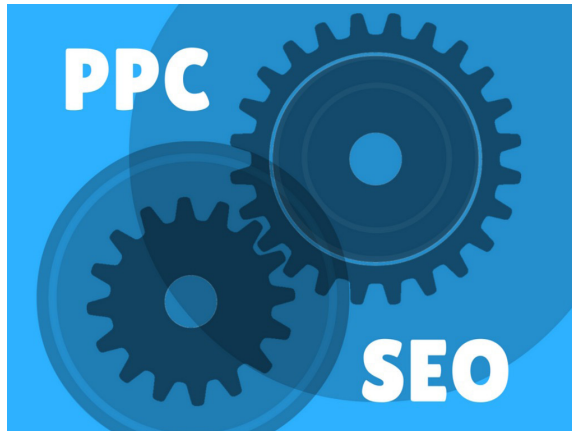
Park Avenue LASEK’s mission is to provide a non-invasive, 10X safer procedure than LASIK. Since their launch, they’ve been recognized nationally since Dr. Emil Chynn has completed the most LASEK procedures in the United States. The impact of such a procedure has been recognized by CNN, ABC, ESPN, Wall Street Journal, The Discovery Channel and more. Even with such credibility and exposure, they wanted to continue to grow their practice effectively.

They turned to SEO and PPC, knowing that both an organic and paid strategy will yield both long term, quick and most effective, ways to market a medical practice. If the campaigns aren’t run efficiently, it can also be one of the most expensive. Launching campaigns in-house, they did not see the result they expected to see. They were spending appropriately, yet their campaigns weren’t targeting and following up with the right people, at the right time, with the right message.

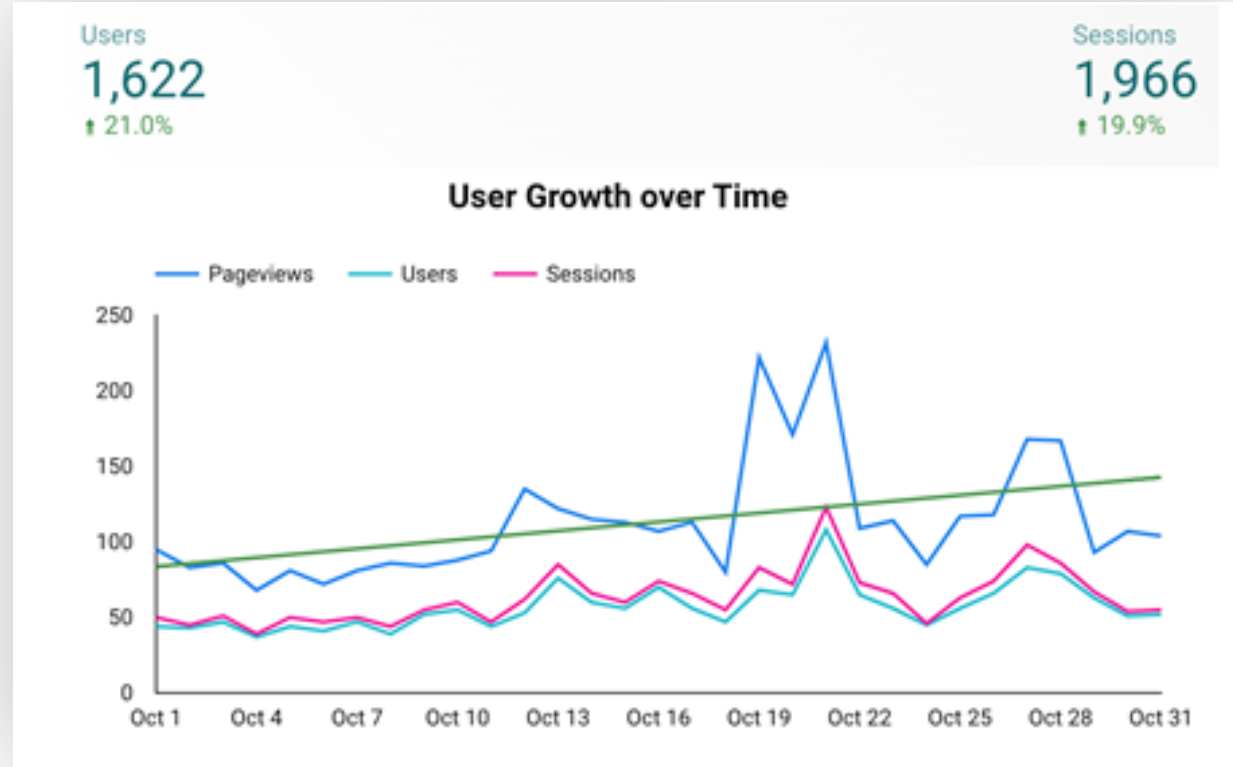


Strategy

We did not hesitate to evaluate and implement a cohesive SEO and PPC strategy to know exactly what targeting would convert the most users to patients. We relaunched and optimized Park Avenue LASEK's SEO and PPC strategy so that they'd get the return on investment they deserved. Although Park Avenue LASEK had an existing digital marketing strategy in place for SEO and PPC, our team went back to the drawing board to ensure the foundation was built solid and designed to be constantly optimized for measurable long-term growth.



Organic Users - First 30 Days



Tactics

This started with creating a focused keyword list based on the premium services provided by Park Avenue LASEK, including symptom-based terms, and removing broad match keywords driving non-converting traffic. Because Park Avenue LASEK is located in a densely populated area in New York City, we made sure to clearly define target radius around top-earning zip codes to bid more for prospective patients who earn more and live closer to the practice. To further minimize wasted spending, we also created a robust negative keyword list designed to ensure that the ads we launched would appear only to the client's ideal prospects. Launching brand campaigns allowed us to quickly capture additional search volume and improve the account's quality score upon re-launch while inching out competitors who had previously capitalized on Park Avenue LASEK's lack of branded PPC efforts. Knowing whom we were targeting, and when in the buyer's journey our ads would be displayed, our creative team got to work refreshing ad copy that highlighted our client's value propositions and monthly specials, giving patients numerous avenues to book an appointment. The same was true with our newly implemented SEO strategy as well.



We consulted with the Park Avenue LASEK development team to ensure the website content and landing pages were relevant and responsive for mobile to easily convert users to patients.

The work put into the account optimization alone generated a 21% increase in organic traffic users and a 43% increase in online scheduling forms submitted in the first 13 days of management during a pandemic. However, the ongoing website optimizations and bid optimizations, keyword theme expansions, and implementation of a budget fluidity within a market and amongst practices led to real results impacting the client's Q4 2020 goals. You can see the results of our work above. Noting that Target Patient MD assumed management of the account in October 2020, you can see a clear and dramatic increase in both traffic and submitting scheduling forms.

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As seen above, Park Avenue LASEK experienced a 50% increase in response volume (calls and online appointments) in the first 30 days of managing their accounts.

This was achieved while maintaining the same budget, during which performance typically declines periodically, but not under Target Patients MD's watch. The combination of maintaining budget and a newly organized and optimized campaign PPC and SEO campaign lead to a 17% reduction in cost-per-response in the first 30 days.

Our work isn't finished. In the short time we've worked with Park Avenue LASEK , we've delivered the following results:

43% ↑
increase
in conversions

50% ↑
increase in new
patient volume

53% ↑
increase
in phone calls

41% ↑
increase
in clicks

15% ↑
increase
in CPCs

28% ↑
increase
in CTR



Find, Convert, and Keep New Patients

We help medical practices ignite their growth by delivering customized search engine marketing solutions that increase their leads, conversions, and authority.

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